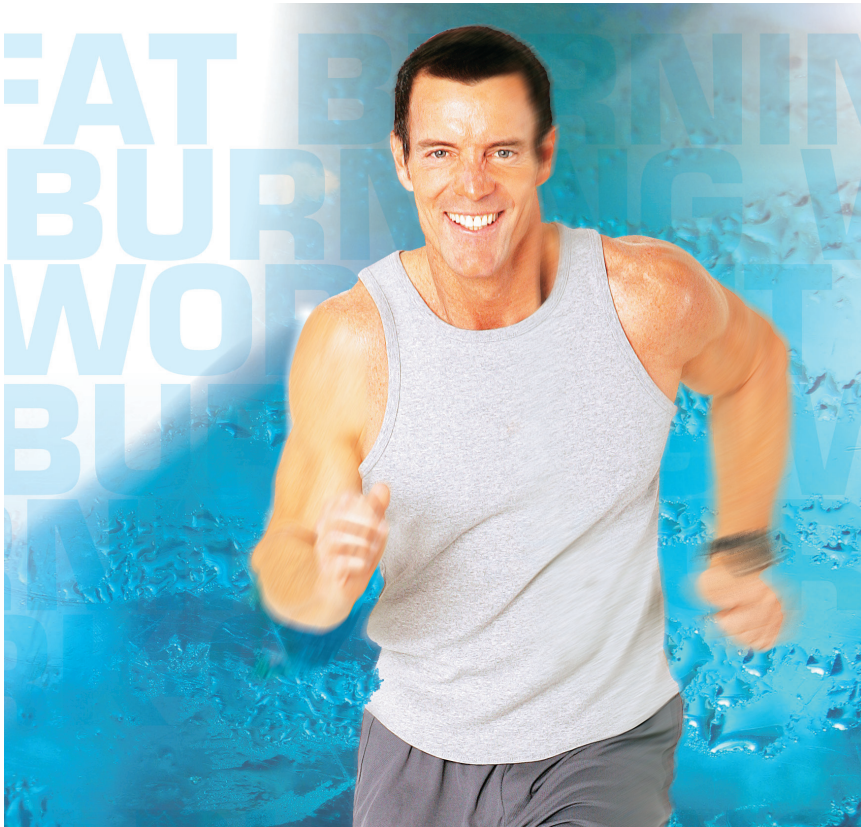


Product Training Guide

**What is it?**

Power 90® In-Home Boot Camp is a complete fitness program meant to achieve total-body transformation in 90 days. This easy-to-follow, highly effective combination of sculpting, cardio, and ab workouts helps you lose fat and inches while creating a strong, well-toned physique.

Why is it so effective?

In Tony Horton's exclusive **Sectional Progression™** training technique, each movement targets a specific zone for maximum fat burning and toning results in as little as 30 minutes a day. You start with easy cardio and strength moves to burn fat and tone muscle, then move on to more intense sculpting and accelerated calorie blasting. Using the Power Sculpting Band, Tony safely builds your strength and stamina over the 90 days so you're ready to take on the increasingly challenging workouts. And the easy-to-follow eating plan gives you healthy eating guidelines to make your fat loss a reality.

**Power 90 is a great way to prepare for more "extreme" fitness programs**

When customers want to do P90X® or INSANITY® but aren't in good enough physical condition for those "extreme" programs, Power 90 can get them there. Because users start with easier routines and progress to more difficult ones, they gradually and safely gain the strength and stamina they need for more intense programs. At the end of 90 days, they'll look and feel better, have more confidence, and will have gotten into the habit of working out on a regular basis.



Product Training Guide

What makes Power 90® unique?

Power 90 contains easy-to-follow and highly effective workout routines and requires very little equipment, so it's a great way to get started on the road to fitness. It starts out less strenuously than "extreme" fitness programs such as P90X, making it the perfect workout for people who are in average shape but want to transform their bodies as quickly as possible.

— RETAILING TIPS —	
Who to target:	Why Power 90?
People who want to get fit or lose weight but aren't ready for an "extreme" program such as P90X	Power 90 is an effective and flexible program that people at almost any fitness level can handle.
People who want great results without spending too much time each day	The workouts only take about 30 minutes each, and eliminate the time and hassle of going to the gym.
People who need instruction and motivation to work out and get fit	Tony Horton shows you exactly what to do during every workout, and keeps you motivated to keep going.
People who don't want to buy and store a lot of exercise equipment	All you need to do Power 90 are dumbbells or a lightweight resistance band.

Equipment needs

Power 90 comes with a Power Sculpting Band; you can also use your own weights.

Cross-selling suggestions

Additional accessories:

Increase the challenge of Power 90 with these other Beachbody products:

- B-LINES® Super Kit
- P90X® Chin-Up Bar
- PowerStands®



Additional programs:

- Suggest the Power 90 Master Series as the next program after Power 90.

Nutritionals:

- Shakeology® - Replacing one meal a day with Shakeology is an easy way to control your calories while providing natural energy to fuel your workouts. Shakeology will also help you feel full longer, and reduce your cravings for junk foods.
- ActiVit® Multivitamins Metabolism Formula
- Performance Formula
- P90X® Results and Recovery Formula



Product Training Guide

BASE KIT:	WHAT'S THE BENEFIT:
Workouts	
Sculpt Circuit 1–2	<ul style="list-style-type: none"> • Easy moves that tone, firm, and strengthen your entire body
Sweat Cardio 1–2	<ul style="list-style-type: none"> • Fun, innovative cardio moves, kickboxing, Pilates, and other moves to burn fat and shed inches fast
Sculpt Circuit 3–4	<ul style="list-style-type: none"> • The next level for sculpting long, lean muscles
Sweat Cardio 3–4	<ul style="list-style-type: none"> • Accelerated fat-burning and calorie-blasting to help you lose weight and reveal your growing muscles
Ab Ripper 100 & 200	<ul style="list-style-type: none"> • Two quick routines made to develop flat, sexy six-pack abs
Resources	
Program Guide and Transformation Tracker™	<ul style="list-style-type: none"> • See exactly what to do each day to reach your specific goals, so there's no more guesswork
90-day calendar	<ul style="list-style-type: none"> • A great tool to track your progress and stay motivated
Fat Burning Express	<ul style="list-style-type: none"> • Jump-start your metabolism and burn calories in just 35 minutes
Fat Burner Meal Plan	<ul style="list-style-type: none"> • A step-by-step eating plan to burn the fat without giving up your favorite foods
6-Day Fat Burning Express	<ul style="list-style-type: none"> • Lose up to 10 pounds and 10 inches in just 6 days with this proven weight loss plan
Success measurement card and tape measure	<ul style="list-style-type: none"> • Tools to help you track your progress so you'll stay motivated and achieve your goals
Power Sculpting Band	<ul style="list-style-type: none"> • Included in your kit, so you can start working out and building strength right away

Product info

Retail price: \$59.85
 Club price: \$53.87
 Coach price: \$44.89
 Volume Points: 45
 SKU# Power90

Coach tools

- eCard
- Product promotional video



eCard



Celebrity trainer Tony Horton

Famous for creating the nation's top-selling home fitness programs, Tony Horton developed Power 90 as a complete toning and weight loss system that anyone can use to get fit at home. A master instructor and motivator, Tony demonstrates exactly what to do during each workout, and keeps you inspired so you'll want to do them every day.

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PowerStands is a registered trademark of Tony Horton.